



BEST WISHES FOR 2014 FROM TM INSIDER

International tourism – up 5% in first nine months of 2013 – drives economic recovery

In the first nine months of 2013, international tourism grew by 5% according to the latest UNWTO World Tourism Barometer, released in December. The number of international tourist arrivals reported by destinations around the world between January and September reached a record 845 million worldwide, an estimated 41million more than in the same period of 2012, and above UNWTO's initial forecast. Growth was driven by Europe and Asia and the Pacific, where tourist numbers increased by 6%.

"International tourism continues to grow above expectations, supporting economic growth in both advanced and emerging economies and bringing much needed support to job creation, GDP and the balance of payments of many destinations," said UNWTO Secretary-General Taleb Rifai.

"It is particularly encouraging to see the strong results in many European destinations, where the tourism sector is, undoubtedly, one of the engines of the economic recovery."

Europe beats expectations

In **Europe**, the world's most visited region, international tourist arrivals grew by 6% led by above-average results in Central and Eastern Europe (+7%) and Southern and Mediterranean Europe (+6%). This growth exceeds the initial forecast for 2013 and is double the average growth rate of international tourism in Europe since 2000 (+2.7% a year between 2000 and 2012).

Asia and the Pacific (+6%) continued to show robust results, bolstered by South-East Asia (+12%).

The Americas (+3%) reported comparatively weaker results, with better performance in North America (+4%) and Central America (+3%).

In **Africa** (+5%) growth was fueled by the recovery in North Africa (+6%), while the **Middle East** saw only a marginal increase (+0.3%).

Growth in tourism receipts confirms positive trend

The positive trend registered in international tourist arrivals is reflected in international tourism receipts reported by destinations worldwide for the first six to ten months of the year.

Among the 25 largest international tourism earners, receipts saw double-digit growth in ten destinations - the United States (+11%), Macao (China) (+10%), the United Kingdom (+18%), Thailand (+28%), Hong Kong (China) (+21%), Turkey (+13%), India (+13%), Japan (+23%), Greece (+15%) and Taiwan (Pr. of China) (+12%).

Exponential growth in outbound expenditure by China and Russia

Among the top ten source markets, the **Russian Federation** led growth, with expenditure on trips abroad up by 29% in the first nine months of the year. This follows the strong growth in recent years, as a result of which Russia has moved up from the 12th largest outbound market in 2000 to the 5th largest in 2012 (US\$ 43 billion).

China, which became the number one source market in the world last year (US\$ 102 billion), also continued to see rapid growth, posting a 22% increase in expenditure on outbound tourism through September 2013.

Outbound expenditure from other BRIC economies was also strong in **Brazil** (+15%).

The performance of advanced economy source markets was comparatively weaker: Canada (+3%), the US (+2%), the UK (+2%) and France (+2%) grew moderately, while Germany reported zero growth and Japan, Australia and Italy saw declines in expenditure.



Dubai Duty Free Shopping Complex in Concourse A of Dubai International Airport.

INTERNATIONAL NEWS

Dubai Duty Free annual sales soar to \$1.8 billion

Reinforcing its position as one of the leading airport retailers in the world, Dubai Duty Free (DDF) reached record-breaking sales for 2013 of US\$1.8 billion, up 11.4% over the previous year.

DDF averaged 71,161 sales transactions per day.

The new record got a big boost on December 20, DDF 30th Anniversary Day, when customers were offered a 30% discount on a range of products, resulting in a massive surge in sales to 215,000 transactions.

Sales reached a record \$30.65 million in the 24-hour period, 40% higher than the former anniversary day in 2012. For all of December sales were US\$192 million, a new monthly record.

From a category point of view, Perfumes continue to be the best-selling category, with sales up 16% year-on-year. Sales of Perfumes reached over \$289 million, up \$41 million over the previous year, and now contribute 16% towards total sales at Dubai Duty Free sales, reports the company.

Liquor and Gold categories followed with Gold recording sales figures of \$168 million -- an increase of 5% year-on-year.

Confectionery jumped to the fifth position, up 12% to \$142 million for the year.

"We are thrilled to announce such a positive year in 2013, which marked our 30th anniversary. The operation went from strength to strength with the opening of Concourse A in Terminal 3 in January and Al Maktoum International in October, with overall sales soaring to a new high," said Exec. Vice Chairman Colm McLoughlin.

Dubai International Airport is now the world's second busiest international hub, and has registered 12 consecutive months with monthly traffic exceeding 5m passengers. YTD (November) totaled 60.4m passengers, up 15.3% over the same period last year.

Rita Greenwood departs travel retail role in internal move at Wm Grant

Rita Greenwood, Managing Director Global Travel Retail at William Grant & Sons, will be moving on from her current position to take on a newly created role as Managing Director for Developed European markets. Greenwood will continue in her TR role until a replacement is found, with her successor expected to be named in the first Quarter of 2014.

Greenwood joined the GTR division in January 2008 and has been instrumental in driving the rejuvenation of the William Grant business in Global Travel.

She is recognized for her strong commercial focus and drive for innovation, gifting and the creation of GTR exclusive ranges that have helped transform the business under her tenure.

"I am extremely excited to be taking on this new role within William Grant's but equally sad to be leaving the dynamic world of Global Travel Retail, in particular some of the fantastic people that I have been able to work with over the last few years," says Greenwood. "The business will continue to report as an integrated global business unit into the Chief Marketing Officer (Maurice Doyle) given its strategic importance as a premium shop window and I am sure that the team will continue to move from strength to strength."

Maurice Doyle thanked Greenwood for her "outstanding leadership" adding that



Rita Greenwood,
Wm. Grant & Sons



Doron Friedman,
The Absolute Company

"[Greenwood] has laid a great foundation for a new Managing Director to build on. We remain fully committed to Global Travel Retail as a channel. It has become an integral part of our business and we have ambitious growth plans for the future."

Doron Friedman new head of Global Travel Retail at Absolut Company

Doron Friedman has been named Director Global Travel Retail at The Absolut Company (TAC), effective Jan. 1, 2014.

Friedman, a familiar figure in the Americas travel retail spirits channel, has more than 20 years of international experience in the global spirits industry, where he has assumed commercial, marketing and general management positions across numerous markets.

Since joining The Absolute Company seven years, Friedman was TAC Area Director Americas for Travel Retail and most recently TAC, Area Director Latin America/Caribbean domestic markets. His experience as a key strategic influencer in both Domestic and Travel Retail markets constitutes a unique asset in his new role, says the company.

"I look forward with great excitement to returning to the dynamic GTR market," says Doron Friedman. "Our success throughout Travel Retail speaks for itself; we have pioneered the market and grown rapidly. It's a great and exciting challenge to grow the business while providing the consumers with the unique experiences that only Absolut and its sister brands can bring to the table."

"We will continue focusing on brand growth and brand evolution for the entire TAC portfolio through ongoing creativity, innovation, transformation and collaboration. With all the power and might of the global Pernod Ricard organization behind us, there is no limit as to how far we can go."

Doron Friedman will be operating under Darryn Hakof, Vice President Brand Development at The Absolut Company.

Friedman succeeds Anders Olsson, who announced he was stepping down from the role of Director last November.

Mexican government takes over commercial space at Mexico City Airport Terminal 1

A dispute between Advent International Corp.'s Latin American airport unit Inmobiliaria Fumisa (Fumisa) and Mexico City airport authorities Aeropuerto Internacional de la Ciudad de México (AICM) could impact future commercial activities at the airport.

According to *Bloomberg News*, the Advent Latin American unit is in a dispute with Mexico City airport authorities over whether it still has a right to lease commercial space and collect parking fees. AICM released a statement saying that the contract with Fumisa had expired on Dec. 31, and that AICM will directly lease all the commercial spaces in Terminal 1 from Jan. 1, 2014.

Bloomberg reports that the agreement accounts for about 40 percent of revenue for the unit of Boston-based Advent, according to Ruffo Perez Pliego, chief executive officer of the company's Fumisa division in Mexico City.

Travel retail giant Dufry is the main duty free operator in Terminal 1, with 15 duty free stores, 1 diplomatic store and 4 Hudson stores according to the company website.





Clarisonic plans ambitious rollout in Americas TR



L'Oreal, which began launching the Clarisonic Skin Cleansing System to select travel retail outlets this past year, announces an ambitious expansion plan for the hot-selling beauty device during 2014.

Following the opening of five travel retail doors in the Americas in 2013, Clarisonic Product & Sales Manager Elodie Graff Amanou tells *TMI* that the company is considering adding as many as 15 more doors across the region in the current year.

A pioneering innovation in skincare, Clarisonic uses proprietary sonic technology to cleanse the skin. L'Oreal acquired the brand at the end of 2011, and launched it in travel retail in the Americas in 2013, first with DFS in Hawaii and

Los Angeles International Airport.

In October, Clarisonic launched with Ultra Femme in Cancun and Playa del Carmen, Mexico. In December, the company opened a fifth Clarisonic door in the Beauty Lounge at Atlanta's Hartsfield-Jackson International Airport.

Initial results are promising, reports the company. Sales at the Hawaii and West Coast outlets are performing very well, says Graff Amanou, primarily due to the Asian customers and their heavy skincare routines.

To further highlight Clarisonic in the DFS outlets, L'Oreal's Parbel division has opened a podium at the new Tom Bradley International Terminal at LAX featuring the Clarisonic PLUS Limited Edition – Year of the Horse, which was specially designed for Chinese New Year. The podium is running from Jan. 1, 2014 through the end of February.

In Mexico, Clarisonic is working to develop product and brand awareness through media and in the Ultra Femme stores in the resorts of Cancun and Playa

del Carmen, where it can reach both a local and tourist market customer. To this end, Ultra Femme ran a complete Clarisonic skincare event at its Be Malecon store in November, says Graff Amanou.

Teaming up with L'Oreal's R&D team, the Clarisonic system is evolving into a comprehensive approach to taking care of the skin, explains the company. Unlike spinning devices, Clarisonic's patented sonic technology works with skin's natural elasticity, removing deep-seated impurities from pores and priming skin to better absorb topical treatments.

There are three Clarisonic sets to choose from – Aria, Mia 2 and Plus, each designed with interchangeable brush heads and cleansers formulated specially for use with sonic technology.

L'Oreal is looking at new opportunities with more retailers at this time, and expects to be opening more doors on the East Coast and in the Caribbean.

Murray to manage expanded territory at B-F



Sylvia Murray

Brown-Forman announces the appointment of Sylvia Murray to the position of territory manager for U.S., Mexico and Caribbean Travel Retail.

In her new role, Murray is responsible for travel retail outlets in the U.S., Mexico and the Caribbean, including airport, border, cruise and port retail channels. Since joining Brown-Forman in 2005, Murray has continually been promoted to positions of increasing responsibility; and most recently was territory manager for U.S. and Canada Travel Retail.

"Her ability to develop strategic partnerships with key customers, increase market share in key accounts and passionately drive for results every day has made her a vital part of the Global Travel Retail team," said the company announcement.



Above: The Clarisonic podium at the new Tom Bradley International Terminal at LAX featuring the Clarisonic PLUS Limited Edition – Year of the Horse, which was specially designed for Chinese New Year. The podium is running from Jan. 1, 2014 through the end of February.

Right: The Clarisonic Backwall at the Beauty Lounge in Hartsfield-Jackson Atlanta International Airport that opened in December 2013.





ESSENCE CORP.

Has an immediate opening for an
Account Supervisor
 based in Miami.

Candidate must be willing to travel 50% of the time. Must have min of 2 years of experience within the luxury brands industry.

Must be organized, dynamic and self-motivated with strong sales skills and proficiency in Excel, Word, PowerPoint and other MS Office applications.

Fluent in English and Spanish both written and oral.

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Has an immediate opening for an
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Willing to travel 50% - 60% of the time. Area: Local Markets, South America.

Extensive follow up of local distributors for Fragrances and Cosmetic brands.

Must have minimum 3 years in the cosmetic and perfume Business (Local Market or Travel Retail). Fluent in English and Spanish both written and oral.

Portuguese considered a plus. Advanced MS Office (Word, Excel, Power-Point) and Outlook skills.

Strong organizational skills, self-motivated and sales driven.

Clarins Division

Has an opening for an
International Trainer
 based in Miami

and willing to travel 50% of the time. Must have min of 3 years of experience within the luxury brand industry; and be organized, dynamic and self-motivated with Strong sales skills and proficiency in Excel, Word, PowerPoint and other MS Office applications. Fluent in English and Spanish both written and oral.

Clarins Division

Has an immediate opening for a
Sales Planner
 to be responsible for analyzing sales results by accounts, territories, Prepare sales report and follow up. Minimum 1 year related experience Knowledge Excel, Power Point, and Word.

Team Player, Multi-tasker.
 Dynamic personality.

Please send resumes to
musallan@essence-corp.com

WEBB partners with Illva Saronno for regional distribution

Miami-based spirits distribution company WEBB has formed a new partnership with Illva Saronno, the Italian producer of two leading brands, Disaronno and Tia Maria.

The agreement appoints WEBB to manage distribution and marketing of the two globally recognized brands for the Caribbean, Duty Free and Cruise Lines channels, beginning Jan. 1, 2014.

Both Disaronno and Tia Maria have strong roots and heritage that are conveyed by the brands authentic yet modern packaging, unique taste and overall consumer experience, says the companies. For over 500 years Disaronno, described as a fruity amaretto, with

a characteristic bittersweet almond taste, is seen as a stylish Italian icon and is available in more than 150 countries across the world. Tia Maria, a dark liqueur with a touch of Jamaican rum and infusion of natural vanilla and fresh coffee roast, has equally strong heritage that dates back to the mid-17th century.

Disaronno is a market leader in its category and benefits from brand awareness in excess of 80% across many markets in the world.

"The Illva portfolio adds great value and prestige to our portfolio of premium wine and spirit brands," says Phillip Jarrell, WEBB Director of Sales and Business Development.



Left: The limited edition Moschino loves Disaronno bottle launched selectively worldwide in November.



Right: Tia Maria joins Disaronno as new additions to the WEBB product portfolio.

ASUR ends 2013 with passenger traffic up

Mexican airport group ASUR (Grupo Aeroportuario del Sureste, S.A.B. de C.V.) reports that passenger numbers in December 2013 in the nine airports it operates in southeast Mexico increased by 7.8% to 1,951.6 million compared to December 2012.

During the fourth quarter, total air passenger traffic in October was up 9.1% to 1,432.98m and in November total air passenger traffic rose 10.3% to 1,671.8m. Total air traffic for the first nine months of 2013 reached 16,032.3m, up nearly 10% over the same period in 2012.

Initial figures show that total air passenger traffic for the full year 2013 equals 21,079.7 million.

ASUR operates, maintains and develops the airports of Cancun, Merida, Cozumel, Villahermosa, Oaxaca, Veracruz, Huatulco, Tapachula and Minatitlan and is the 50% JV partner in Aerostar Airport Holdings, LLC, operator of the Luis Muñoz Marín International Airport in San Juan, Puerto Rico.

In related news, ASUR announced that the Mexican Ministry of Communications and Transportation has approved the Master Development Programs for each of its Mexican concessions for the years 2014 through 2028.

BROWN-FORMAN

Global Travel Retail

Has an opening for a
Territory Manager For the US & Canada

The position is responsible for 20+ North American Duty Free customers encompassing approximately 200+ outlets to successfully implement & execute brand plans utilizing the 360 degree sales process. The duty free sales channel includes international airport, in-flight, diplomat, border, cruise and port retail.

Minimum requirements include

Bachelor's Degree in Business, Marketing, or related area plus at least 7 years packaged goods sales experience.

- Minimum 3 years experience of key national account (or similar) management.
- Fluent spoken and written English, ability to converse in Spanish.

Preferred requirements:

MBA, Minimum 5 years sales experience in Travel Retail, preferably in wines and spirits, but related sectors such as tobacco, confectionery, perfume & cosmetic, luxury can be considered;

Ability to communicate in Spanish, French and Portuguese.

To apply, or for more details, please go to www.brown-forman.com/careers and enter Territory Manager into Search.

Clarins Division

Has an opening for an

Administrative Assistant.

Candidate must be fluent in English and Spanish, with the ability to write and read both languages.

Minimum 3+ years administrative experience supporting senior-level executives.

Advanced MS Office (Word, Excel, Power-Point) and Outlook skills.

Careful attention to detail and exceptional customer service skills. Ability to anticipate needs and act upon requests independently.

Excellent written, oral communication, analytical, and interpersonal skills.

Self-motivated and flexible, with the ability to work in a fast-paced team environment.

Please send resumes to
musallan@essence-corp.com